

### AMENDMENTS TO THE CLAIMS

**Please amend Claims 1, 25, and 80. Please cancel Claim 79 without prejudice.**

1. (Currently Amended) A method for displaying a targeted advertisement to a viewer of a display of an audiovisual system in conjunction with displaying a broadcast stream on the display, the method comprising:

- a. selecting a broadcast stream;
- b. displaying the selected broadcast stream on the display;
- c. receiving a first signal from a viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a corresponding action selected from the group consisting of: specifying how the selected broadcast stream is displayed on the display, replaying the selected broadcast stream, purchasing a good or service, and performing a program search;

- d. defining a viewer profile of the viewer of the display based on the viewer command;

- e. selecting a first advertisement from a plurality of stored advertisements based on the viewer profile of the viewer of the display; and

- f. displaying the first advertisement on the display.

2. (Previously Presented) The method of Claim 1, further comprising:

- g. updating the viewer profile based on a second signal received from the viewer control interface;

- h. selecting a second advertisement from the plurality of stored advertisements based on the updated viewer profile; and

- i. displaying the second advertisement on the display.

3. (Original) The method of Claim 2, further comprising transmitting the updated viewer profile to a head end.

4. (Previously Presented) The method of Claim 2, wherein step (g) comprises:

- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command indicated by the second signal by initiating an action selected

from the group consisting of: recording the first advertisement, specifying how the first advertisement is displayed on the display, and replaying the first advertisement; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

5. (Previously Presented) The method of Claim 2, wherein step (g) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a purchase of a good/service; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

6. (Previously Presented) The method of Claim 2, wherein step (g) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating an action selected from the group consisting of: recording the selected broadcast stream, specifying how the selected broadcast stream is displayed on the display, and replaying the selected broadcast stream; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

7. (Previously Presented) The method of Claim 2, wherein step (g) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a program search; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

8. (Original) The method of Claim 2, wherein steps (h) – (i) are repeated until a third signal received from the viewer control interface indicates a positive viewer reaction or until a predetermined period of time has elapsed.

9. (Original) The method of Claim 1, further comprising transmitting the viewer profile to a head end.

10. (Original) The method of Claim 1, wherein step (e) comprises:

i. displaying an identification of at least one of the stored advertisements including the first advertisement on the display; and

ii. receiving a second signal from the viewer control interface selecting the first advertisement to be displayed on the display.

11. (Original) The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a menu on the display.

12. (Original) The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a banner on the display.

13. (Original) The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via an icon on the display.

14. (Original) The method of Claim 1, wherein step (f) comprises displaying the first advertisement on the display immediately prior to displaying a second broadcast stream on the display.

15. (Original) The method of Claim 1, wherein step (f) comprises displaying the first advertisement on the display in a time slot adjacent to a time slot for displaying regularly scheduled advertisements within the broadcast stream.

16. (Original) The method of Claim 1, wherein step (f) comprises displaying the first advertisement instead of displaying a regularly scheduled advertisement within the broadcast stream.

17. (Original) The method of Claim 1, wherein the broadcast stream is a television broadcast stream.

18. (Original) The method of Claim 1, wherein the broadcast stream is a cable broadcast stream.

19. (Original) The method of Claim 1, wherein the broadcast stream is a satellite broadcast stream.

20. (Original) The method of Claim 1, wherein the broadcast stream is an Internet broadcast stream.

21. (Original) The method of Claim 1, wherein step (d) comprises defining a viewer profile of a plurality of viewers of the display based on a plurality of signals received by a controller indicating usage of a viewer control interface by the plurality of viewers, and step (e) comprises:

- i. determining an individual viewer profile for a viewer viewing the display at a current time; and
- ii. selecting the first advertisement from the stored advertisements based on the individual viewer profile of the viewer of the display at the current time.

22. (Previously Presented) The method of Claim 21, wherein step (e)(ii) comprises selecting the first advertisement from the stored advertisements based on the individual viewer profile of the viewer of the display at the current time and based on content of the selected broadcast stream.

23. (Previously Presented) The method of Claim 1, wherein step (e) comprises selecting the first advertisement from the stored advertisements based on the viewer profile and based on content of the selected broadcast stream.

24. (Original) The method of Claim 1, further comprising storing the plurality of advertisements on a hard disk drive.

25. (Currently Amended) A method for displaying a targeted advertisement to a viewer of a display of an audiovisual system in conjunction with displaying a broadcast stream on the display, the method comprising:

- a. selecting a broadcast stream;
- b. displaying the selected broadcast stream on the display;
- c. displaying at least one advertisement on the display;
- d. receiving a first signal from a viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a corresponding action selected from the group consisting of: specifying how the selected broadcast stream is displayed on the display, replaying the selected broadcast stream, purchasing a good or service related to the at least one advertisement, and performing a program search;

- e. defining a viewer profile of the viewer of the display based on the viewer command;
  - f. selecting a first targeted advertisement from a plurality of stored advertisements based on the viewer profile; and
  - g. displaying the first targeted advertisement on the display.
26. (Previously Presented) The method of Claim 25, further comprising:
- h. updating the viewer profile based on a second signal received from the viewer control interface;
  - i. selecting a second advertisement from the plurality of stored advertisements based on the updated viewer profile; and
  - j. displaying the second advertisement on the display.
27. (Original) The method of Claim 26, further comprising transmitting the updated viewer profile to a head end.
28. (Previously Presented) The method of Claim 26, wherein step (h) comprises:
- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating an action selected from the group consisting of: recording the first advertisement, specifying how the first advertisement is displayed on the display, and replaying the first advertisement; and
  - ii. updating the viewer profile based on the second signal received from the viewer control interface.
29. (Previously Presented) The method of Claim 26, wherein step (h) comprises:
- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a purchase of a good/service; and
  - ii. updating the viewer profile based on the second signal received from the viewer control interface.

30. (Previously Presented) The method of Claim 26, wherein step (h) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating an action selected from the group consisting of: recording the selected broadcast stream, specifying how the selected broadcast stream is displayed on the display, and replaying the selected broadcast stream; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

31. (Previously Presented) The method of Claim 26, wherein step (h) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a program search; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

32. (Original) The method of Claim 26, wherein steps (i) – (j) are repeated until a third signal received from the viewer control interface indicates a positive viewer reaction or until a predetermined period of time has elapsed.

33. (Original) The method of Claim 25, further comprising transmitting the viewer profile to a head end.

34. (Original) The method of Claim 25, wherein step (f) comprises:

i. displaying an identification of at least one of the stored advertisements including the first advertisement on the display; and

ii. receiving a second signal from the viewer control interface selecting the first advertisement to be displayed on the display.

35. (Original) The method of Claim 34, wherein step (f)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a menu on the display.

36. (Original) The method of Claim 34, wherein step (f)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a banner on the display.

37. (Original) The method of Claim 34, wherein step (f)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via an icon on the display.

38. (Original) The method of Claim 25, wherein step (g) comprises displaying the first advertisement on the display immediately prior to displaying a second broadcast stream on the display.

39. (Original) The method of Claim 25, wherein step (g) comprises displaying the first advertisement on the display in a time slot adjacent to a time slot for displaying regularly scheduled advertisements within the broadcast stream.

40. (Original) The method of Claim 25, wherein step (g) comprises displaying the first advertisement instead of displaying a regularly scheduled advertisement within the broadcast stream.

41. (Original) The method of Claim 25, wherein the broadcast stream is a television broadcast stream.

42. (Original) The method of Claim 25, wherein the broadcast stream is a cable broadcast stream.

43. (Original) The method of Claim 25, wherein the broadcast stream is a satellite broadcast stream.

44. (Original) The method of Claim 25, wherein the broadcast stream is an Internet broadcast stream.

45. (Original) The method of Claim 25, wherein step (e) comprises defining a viewer profile of a plurality of viewers of the display based on a plurality of signals received by a controller indicating usage of a viewer control interface by the plurality of viewers, and step (f) comprises:

- i. determining an individual viewer profile for a viewer viewing the display at a current time; and

ii. selecting the first advertisement from the stored advertisements based on the individual viewer profile of the viewer of the display at the current time.

46. (Previously Presented) The method of Claim 45, wherein step (f)(ii) comprises selecting the first advertisement from the stored advertisements based on the individual viewer profile of the viewer of the display at the current time and based on content of the selected broadcast stream.

47. (Previously Presented) The method of Claim 25, wherein step (f) comprises selecting the first advertisement from the stored advertisements based on the viewer profile and based on content of the selected broadcast stream.

48. (Original) The method of Claim 25, further comprising storing the plurality of advertisements on a hard disk drive.

49-78. (Canceled)

79. (Canceled)

80. (Currently Amended) The method of Claim 79 1, wherein specifying how the selected broadcast stream is displayed on the display comprises an action selected from the group consisting of: fast forwarding the selected broadcast stream, displaying the selected broadcast stream without modification, and pausing the selected broadcast stream.

81. (Previously Presented) The method of Claim 4, wherein specifying how the first advertisement is displayed on the display comprises an action selected from the group consisting of: fast forwarding the first advertisement, displaying the first advertisement without modification, and pausing the first advertisement.

82. (Previously Presented) The method of Claim 6, wherein specifying how the selected broadcast stream is displayed on the display comprises an action selected from the group consisting of: fast forwarding the selected broadcast stream, displaying the selected broadcast stream without modification, and pausing the selected broadcast stream.

83. (Previously Presented) The method of Claim 28, wherein specifying how the first advertisement is displayed on the display comprises an action selected from the group consisting of: fast forwarding the first advertisement, displaying the first advertisement without modification, and pausing the first advertisement.



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84. (Previously Presented) The method of Claim 30, wherein specifying how the selected broadcast stream is displayed on the display comprises an action selected from the group consisting of: fast forwarding the selected broadcast stream, displaying the selected broadcast stream without modification, and pausing the selected broadcast stream.